

Pantothenic Acid Market - Forecast from 2026 to 2031

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Abstracts

Pantothenic Acid Market is projected to increase at a 5.43% CAGR, growing from USD 642.352 million in 2025 to USD 882.283 million in 2031.

Pantothenic Acid, commonly recognized as vitamin B5, represents a nutrient naturally occurring in certain foods, incorporated into others, and available as dietary supplement. Many plant and animal sources contain this essential vitamin. Pantothenic acid is found in dietary supplements dedicated solely to its presence, combined with other B-complex vitamins, and integrated into numerous multivitamin/multimineral products. Its applications span various industries, including personal care products like bar soaps, hair conditioners, body cleansers, washes, shower gels, and pet treatments, showcasing substantial versatility.

Market Segmentation and Applications

The pantothenic acid market segments into forms including tablets, capsules, and powder. Within food industries, pantothenic acid use prevails as nutrient supplement and food additive. Particularly, it plays roles in enhancing nutritional profiles of breakfast cereals, energy bars, and various other food items. In baked goods production, it is used for texture and flavor enhancement.

In chemical industries, it serves as crucial raw material, finding utility in enhancing plastic processability. Furthermore, its application extends to dye production. This diverse range of applications underscores pantothenic acid significance across diverse sectors, from personal care to food and chemical industries.

Form segmentation divides the market into tablets, capsules, and powders. Tablets, offered in various sizes and strengths, provide manufacturers with flexibility to meet diverse customer needs and dosage requirements. Capsules are emerging as popular

choices, attributed to their smaller size, smooth surface, and ease of swallowing compared to tablets. Powders, while less convenient for direct consumption compared to tablets or capsules, serve specific purposes. They find utility in applications including animal feed and other industrial uses, extending beyond human consumption to various industry needs.

Primary Market Drivers

Rising supplement awareness constitutes a significant driver. Globally, growing awareness of supplements and their associated ingredients has become a trend among consumers. Pantothenic acid, recognized for its pivotal role in energy metabolism, stress reduction, and skin health, is aligning with this consumer preference, driving demand increases. This surge in interest is further supported by initiatives aimed at educating consumers, educators, and healthcare professionals about dietary supplements.

Vitamin B5 contributes significantly to fat and carbohydrate breakdown for energy. Additionally, it plays critical roles in red blood cell production and stress-related hormone production from adrenal glands. Consumers are becoming increasingly informed and conscious of the roles these supplements play in supporting their health and well-being. These multifaceted benefits contribute to rising demand for pantothenic acid in overall markets.

Food and beverage industry demand drives additional growth. Pantothenic acid is an essential nutrient playing vital roles as ingredient in various processed foods, including bread and flour. Beyond its nutritional contribution, it serves dual purposes by enhancing flavor and extending shelf life, making it versatile ingredient in segments including sports drinks and energy bars.

Research continues exploring its potential benefits for cognitive function, gut health, and sports performance. Manufacturers are likely to develop further innovative products leveraging vitamin B5's diverse functionalities and consumer interest in health-promoting ingredients.

Market Constraints

Counterfeit product surge presents challenges. The surge in demand for Pantothenic Acid, driven by its recognized health benefits and heightened consumer awareness, has inadvertently given rise to counterfeit supplements. This alarming trend poses potential

risks, as fraudulent products may contain harmful contaminants, incorrect pantothenic acid dosages, or entirely different ingredients with unpredictable effects. Mitigating this risk involves strengthening regulations and implementing stricter quality control standards across entire supply chains. Crucially, empowering consumers with knowledge about identifying counterfeit products becomes paramount in safeguarding their health, involving raising awareness about common red flags such as suspiciously low prices.

Regional Market Dynamics

The Asia-Pacific region is anticipated to hold significant pantothenic acid market share, driven by burgeoning economies of key nations. India, in particular, witnesses significant growth in both dietary supplements and nutraceutical markets. This growth indicates increasing awareness and demand for health and wellness products in the region. China, as the world's second-largest economy, plays pivotal roles in APAC region's economic landscape. The substantial economic presence of both India and China, along with contributions from other nations like Japan and South Korea, is expected to drive significant pantothenic acid market share in the APAC region. As these countries continue experiencing economic growth and expanding consumer bases, they are poised to be key contributors to overall market growth and application of pantothenic acid in various products.

Recent Market Developments

March 2023 witnessed The Coca-Cola Company unveiling two new additions to its Zero Sugar lineup. One introduced flavor, 'Forever You,' featured tropical coconut lime infusion enriched with white curcumin, complemented by antioxidant vitamin C, vitamin A and vitamin E. It served as source of essential B vitamins, including vitamins B3, B5, B6, and B12. This introduction not only offered consumers diverse taste options but also highlighted the company's commitment to enhancing nutritional profiles of its products.

Product Portfolio

Contemporary offerings reflect diverse application requirements. Jarrow Formulas, Inc. offers Pantothenic Acid B5 in capsules, crafted with ingredients including hydroxypropylmethylcellulose, water, microcrystalline cellulose, and magnesium stearate from vegetable sources. This formulation is free from common allergens, ensuring no wheat, gluten, soybeans, dairy, egg, fish/shellfish, peanuts/tree nuts, or sesame. MP Biomedicals provides Pantothenic Acid Control Diet in powdered form,

specifically formulated for rabbits with low pantothenic acid content. Centrum Adults Multivitamins are formulated to provide essential support for daily health with 23 key micronutrients designed for daily energy levels and immune function support.

Key Benefits of this Report:

Insightful Analysis: Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, and other sub-segments.

Competitive Landscape: Understand the strategic maneuvers employed by key players globally to understand possible market penetration with the correct strategy.

Market Drivers & Future Trends: Explore the dynamic factors and pivotal market trends and how they will shape future market developments.

Actionable Recommendations: Utilize the insights to exercise strategic decisions to uncover new business streams and revenues in a dynamic environment.

Caters to a Wide Audience: Beneficial and cost-effective for startups, research institutions, consultants, SMEs, and large enterprises.

What do businesses use our reports for?

Industry and Market Insights, Opportunity Assessment, Product Demand Forecasting, Market Entry Strategy, Geographical Expansion, Capital Investment Decisions, Regulatory Framework & Implications, New Product Development, Competitive Intelligence

Report Coverage:

Historical data from 2021 to 2025 & forecast data from 2026 to 2031

Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, and Trend Analysis

Competitive Positioning, Strategies, and Market Share Analysis

Revenue Growth and Forecast Assessment of segments and regions including countries

Company Profiling (Strategies, Products, Financial Information, and Key Developments among others.

Pantothenic Acid Market Segmentation

By Product Type

Dietary Supplements

Animal Food Ingredient

Others

By Form

Tablet

Capsule

Powder

By End User

Individuals

Corporates

By Geography

North America

United States

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Others

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Indonesia

Thailand

Others

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